

# \$500 SUBSCRIPTION DRIVE OPENS

ESTABLISHED 1914

## TORRANCE HERALD

OFFICE AND PLANT AT 1619 GRAMERCY AVE., TORRANCE

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## Winner to Get Brand New Car

In today's HERALD is announced the greatest campaign ever staged in this part of California. The winner will have his or her choice of one of three brand new 1955 4-door sedans, Ford, Plymouth, or Chevrolet, representing the Grand Capital Prize. In addition cash awards and guar-

anteed earnings totaling \$2500 in value are to be distributed to those who are willing to work a few hours a day. A glance at the list of prizes published in today's HERALD will emphasize impressively the attractiveness of the awards. They form a stupendous Free Gift Distribution unique in the history of newspaper campaigns. The sole purpose of this campaign is to place the HERALD in every home in this section.

There will be no red tape in the HERALD Campaign. Any person of either sex residing in this vicinity (with the exception of salaried employees of the HERALD) is eligible to enter free, and participate. It will not cost one cent now or later. It is not even necessary that Campaign Workers or participants be subscribers to this newspaper. There will be as many prizes as there are active workers. Turn to the opening announcement of the campaign—there will be no losers in the HERALD Subscription Campaign. EVERYBODY GETS PAID.

**To Enroll is Easy**  
Take the matter of becoming a Campaign Worker. In the two-page official announcement of the campaign in today's issue is an Enrollment blank. When properly filled out and presented to the Campaign Department of the HERALD, it will start you off with 5000 free Points. You will then be given receipt books and other material and, thus equipped, you are on your way to win one of the big prizes.

**Points Will Win**  
A certain number of Points will be issued on each new subscription and on each renewal subscription secured and turned in, according to the Point Schedule shown in the opening announcement in this issue. It is not the most cash nor the highest number of subscriptions turned in during the drive that wins, but the highest number of Points accumulated by a Campaign Worker during the entire campaign. The Worker compiling the highest number of Points will receive his or her choice of a beautiful new 1955 4-Door Ford, Plymouth, or Chevrolet sedan. The Worker securing the next highest number of Points will receive \$500. Workers who place in four other positions will be awarded Cash Prizes as explained in the announcement. All workers placing below sixth position are guaranteed 20 per cent commission on all monies they have turned in, and should a worker's Points earn one of the smaller cash prizes and their commission exceed that amount, then he is paid the difference or the higher amount earned. There are no losers in this campaign. Whether one subscribes or fifty are secured, the worker earns and is paid. Earnings pile up fast.

**HERALD-Merchants Coupons Book**  
Everyone who subscribes during this mammoth campaign through one of the Campaign Workers is going to be rewarded, too! Forty Torrance Merchants are participating in giving gifts of merchandise, service and discounts to the people who subscribe during this campaign. These Merchants welcome you as a resident of this area and are anxious

to serve you. Elsewhere in this issue you will read of these gifts offered HERALD subscribers in the form of a Coupon-Book which will be issued throughout the HERALD subscription campaign. This book is to be issued to new and renewal subscribers upon the payment of \$3.60 for one year's subscription. The subscriber gets \$65 worth of gifts of merchandise, service and discounts merely for paying his new or renewal subscription for one year. This book cannot be purchased, it can be obtained only from one of the Campaign Workers participating in the HERALD Campaign.

The first four Coupons in this book total a value of \$4.20—think of it! And there are forty Coupons for the subscriber to benefit from, plus receiving the TORRANCE HERALD for an entire year, simply for paying his new or renewal subscription through one of the Campaign Workers. Everyone shares in the TORRANCE HERALD Free Gift Distribution Campaign: the Campaign Workers who will share in the awards, the subscribers who will receive the Coupon Books, the Torrance Merchants who will greet potential new customers, and the HERALD's addition of new readers.

The TORRANCE HERALD is your hometown newspaper. The sole purpose of this campaign is to place the HERALD in every home in Torrance and vicinity. No other publication coming into this area has your personal interest at heart as

**Subscription Drive to Help Carrier Boys**  
All HERALD carrier boys heretofore as a result of the HERALD's gigantic circulation campaign, and in addition have fewer monthly collection calls to make.

Carriers will receive a substantial percentage of each yearly subscription obtained by adult workers, regardless of whether that subscription is from a resident who previously paid monthly or is a new subscriber.

HERALD carriers will be paid above the statewide average for maintaining twice-a-week delivery to all homes in the greater Torrance area.

This newspaper, nor is it interested in you as a resident of this area. Every person taking a part in this drive will be a local resident.

**How To Enroll**  
Until you learn the full details you cannot possibly know whether you can or cannot do this work, you are under no obligation whatsoever to learn these details. The Campaign Headquarters is located in the main office of the TORRANCE HERALD, 1619 Gramercy Ave.

You are cordially invited to come to Campaign Headquarters or to telephone for an appointment and the campaign manager will gladly call on you at your home and explain the campaign. Come in personally or telephone for information. You cannot afford to pass up the opportunity offered you in this campaign if you are ambitious, if you have a few hours of spare time that can mean actual income. The Campaign Management is interested in ambitious, livewire local men and women, willing to put forth sincere effort.

It is not the intention of the campaign manager to enroll a large number of people to carry on this work. Instead, it is desired to enlist the efforts of a limited number of the most ambitious men and women of Torrance and vicinity who have a keen desire to put their spare hours to work to earn extra money acting as authorized representatives of the TORRANCE HERALD. THIS IS YOUR OPPORTUNITY! Call for information today. Don't delay!

**Information On Coupon Book**  
Telephone FAIRfax 8-4005, Campaign Headquarters regarding any information on the TORRANCE HERALD - Merchants' Gift Coupon Book which can only be obtained by subscribing through the local men and women who come in as workers in the drive. The Campaign Management will gladly send one of these most deserving workers to call on you.

## Public Hearings On Annexation Set Before Planners on Feb. 9, 16

### City OKs Army Bid For Tests

Public hearings on the proposal to annex nearly 10 square miles of the Palos Verdes peninsula to Torrance will open before the city's Planning Commission on Wednesday evening, Feb. 9, it was revealed here yesterday.

Planning Commission Secretary George Powell said the hearings had been scheduled for Feb. 9 and 16 before the planners at a special meeting of the commission Tuesday evening.

Two public hearings will be held before the Planning Commission and a third hearing, to come possibly in the third or fourth week of February, will be held before the City Council. Communications from residents of the area have been sent by the Council to the Planning Commission for consideration with information to be presented at the hearings.

**PTA Protests**  
A postal card from a representative of the Madrona Elementary School PTA was read to the Council at its Tuesday meeting protesting the proposed annexation. City Clerk A. H. Bartlett said he had received "three or four others" on the same matter.

In other actions of the City Council, official resolutions authorizing preparation of plans and specifications for a sanitary sewer district in the lower portion of the Riviera section of Torrance were approved.

**Army Request Granted**  
The council also granted formal permission for the Army Corps of Engineers to make a field and soil survey of the Torrance Municipal Airport in line with the Army's request for a site for a guided missile launching base. Details of the request were printed in the HERALD last Monday.

City Manager George Stevens was given the authority to purchase three parcels of ground at Calle Mayor and Pacific Coast Hwy. for the new south Torrance fire station which is now in the planning stage. The new station will be constructed with funds provided in the bond issue approved by Torrance voters last April.

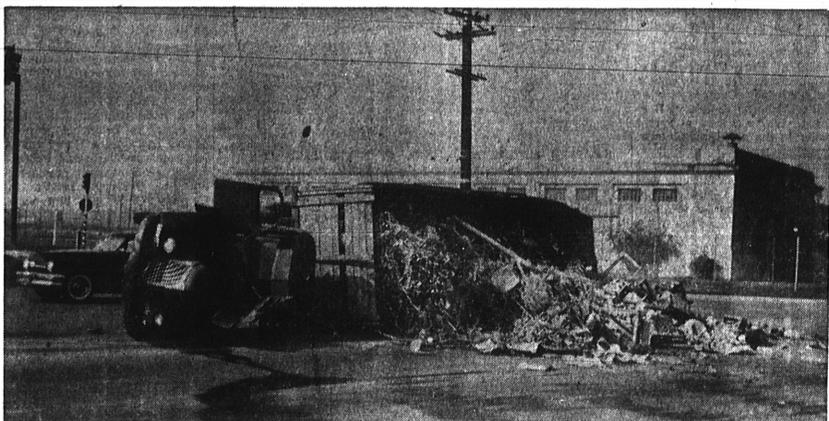
The Council will meet next Tuesday evening, Feb. 1, beginning at 5:30.

### TAPs Leave On Snow Trip

Sixty-seven boys and girls, members of the Torrance Auxiliary Police, will head for the snow Saturday morning, for a week-end outing.

The boys and girls are all members of the advanced classes of the TAPs. They'll go to Sky Forest, between Arrowhead and Big Bear.

Accompanying the group will be Sergeant D. C. Cook, Officer and Mrs. Gus Rethwisch, Mr. and Mrs. Richard Florence, Policewoman Regina Ryan, Officer and Mrs. H. G. Trisize, and Lt. A. S. Thompson.



**LEAP OF TRASH AND TROUBLE . . .** Truck Driver Junior Powell steamed into the intersection of 190th St. and Western Ave. Monday, applied the brakes and whoosh—nothing happened. He turned sharply to avoid an accident and spilled his truck, and several tons of rubbish onto the highway. The debris blocked off one lane of

traffic for over an hour. A woman passenger in the truck received minor injuries. Powell came out on the long end of the deal—he damaged his truck, struck a car, and got a traffic ticket for not having a driver's license and running a red light.

### Only Eight Days Remain to Get Auto Licenses

Motorists have just eight more days, including today to get their 1955 license tabs. And one of these, next Saturday is only a half-day. Leavitt Tudor, manager of the Torrance branch of the Department of Motor Vehicles, warned yesterday.

The deadline is Friday, Feb. 4. After that, the law requires renewing registration for all types of vehicles. After that, the law requires the State Department of Motor Vehicles to impose penalties on all late renewals.

**Hours Stated**  
Permanent branch offices of the Department of Motor Vehicles will be open to handle all types of renewals from 8 a. m. to 5 p. m. on week days, and until noon on Jan. 29, the final Saturday-half day of the registration period.

The temporary registration stations in banks in various parts of the state are open only during banking hours, and are authorized to make renewals only upon presentation of the pre-announced fee statement cards mailed from Sacramento.

**Use White Slips**  
Owners who failed to receive cards are still required to renew before the deadline, and may do so by presenting their 1954 white slips at any permanent branch office. The bank stations do not handle this type of renewal. Auto clubs handle all types of registrations for members only.

Fees remitted by mail must be postmarked not later than midnight Feb. 4.

### Carson & Crenshaw at 7:30 a.m.

**Fenders Bang In Thick Fog; More Forecast**  
Thick zero-visibility fog rolled in on the area yesterday morning causing numerous auto accidents and snarling highway traffic on all major streets.

Though no serious traffic mishaps were reported, police received so many accident calls that they were forced to tell drivers to clear the road, exchange names and go on their way.

A multi-car pile-up resulted on Hawthorne Ave. near Lomita Blvd., as cars came from fog free south Torrance and smacked into a thick bank of fog, cutting visibility to nothing. Many cars were involved in the chain-reaction crash.

Traffic Sgt. Bill Evans and Officer Don Nash drove from wreck to wreck, attempting to keep from crashing into cars which were stopped on the highways.

Evans put out a reminder to motorists, with fog forecast for tonight and tomorrow morning, that slow driving is a must in poor visibility conditions. It takes nearly 30 feet to stop a vehicle traveling only 20 miles an hour, he pointed out.

### Library Honors Late Principal

Members of the Evelyn Carr Elementary School PTA dedicated the Donald Robison Memorial Library, in memory of the late principal, Tuesday night at a meeting attended by school and PTA officials.

Mrs. Eldon Morgan, Carr PTA president, presented

the Memorial Library to Mrs. Alice Robison, who in turn donated the library to Donald Duncan, school principal.

Mr. Robison died suddenly several months ago; he was principal of the Carr School.

First to check out books from the new library were Mrs. Robison's sons, Ted, 10, and Jack, 8, who were present at the dedication.

Others present included Dr. J. H. Hull, superintendent of schools; Albert N. Posner, assistant superintendent of educational services; Mrs. Vera Wright, Torrance Council PTA president; teachers and PTA members.

**Presents Library**  
In presenting the library, consisting now of 271 books on two portable carts, Mrs. Morgan said: "We are very happy to present these books to you, Mrs. Robison, as the start of the Donald Robison Memorial Library. The establishment of this library was made possible by the parents and teachers of our school."

"The books represent a small token of our appreciation for the guidance and wisdom that Mr. Robison gave to us, and we know his great love for school children was his primary interest. We felt this library was one way we could keep his ideals alive in our school."

New books may be donated to the library by interested PTA members and others, it was indicated.

**Man Found in Field**  
Edward C. Grace, 71, of Inglewood was taken to Harbor General Hospital yesterday afternoon, after he was found lying in a field near Beryl and 190th Sts., police said.

He reportedly told Officer Don Nash that he had "consumed a pint of brandy. Officers were unable to learn how he got from his home to 190th St.

### Subscribers to Obtain Coupons With Renewals

The Torrance Herald wishes to inform all present subscribers that if you wish to pay for your paper in advance through one of the campaign workers, taking advantage of receiving the Merchants' Gift Coupon Book for your subscription, you may do so for one-year, two years, or three-years, and your carrier boy will benefit financially as a result of increased circulation on all respective routes.

The carrier will not have to make monthly collection calls but will still get paid for delivery.

It will be to the benefit of the subscriber to pay for his subscription in advance and he can actually save money by using the coupons in the Merchants' Gift Coupon Book.

Call FAIRfax 8-4005, campaign headquarters at the TORRANCE HERALD, 1619 Gramercy Ave., for any information desired regarding the Merchants' Gift Coupon Book which gives you \$85 in free gifts of merchandise, service, and discounts from Torrance merchants. This book can be obtained only by subscribing or renewing through a campaign worker and by paying one year in advance during the campaign. One Coupon Book will be given to each qualifying subscriber.

The names of the campaign workers and their telephone numbers will be published as soon as the campaign is fully organized. Until this is possible, you may telephone campaign headquarters and request that a worker call on you.

**SUBSCRIBE THROUGH YOUR FAVORITE WORKER! GET YOUR MERCHANTS' COUPON BOOK!**

### City Offers State New Office Site

An offer to swap land, placing the new Department of Employment office on the site of the new Civic Center, was tendered to the State Tuesday night by the City Council.

The offer would give the State space for the office on the 25-acre site for a new Civic Center between Maple and Madrona Aves., on Torrance Blvd. In return, the city would get the site previously proposed for the office on the southwest corner of Engracia and Cravens Aves.

The state now leases its present offices at 1628 Cravens Ave., and had announced plans to build a new building on the other site, which it owns.

The City Fathers indicated that they would continue to use the Cravens and Engracia site as a parking lot, if the state OKs the change.

### Irate Mothers Stop Traffic

About 10 unhappy mothers of El Nido School children took the law into their own hands Tuesday and put a chain across Hawthorne Ave. at 186th St., stopping traffic for blocks.

Traffic was unmarred only when Officer Don Nash arrived on the scene, broke the chain, and directed the cars.

The mothers informed Nash they did not like the idea of a 17-year-old girl, who stood nearby alternately glaring and weeping, acting as crossing guard for their children. The regular guard was the girl's mother, who was hurt in an ac-

cident last week end.

Nash told the ladies that they were acting illegally in blocking up traffic and arranged a conference with Police Chief Willard Haslam.

**Girl Too Young**  
The women claimed that their protests against such a youthful crossing guard were not personal, but they felt an older person should be in charge. They claimed they had protested to the police in vain before, and took drastic action in order to get action.

The police explained that only half of the intersection in ques-

tion is actually in Torrance. El Nido School is in county territory, but in the Torrance School District, and many children must cross Hawthorne Ave. to get there.

**Action Promised**  
Chief Haslam told the ladies that he would get someone else to act as crossing guard at the school until the regular crossing guard is able to return.

"We'll just wait and see what happens," Mrs. P. E. Mellor declared. "They really ought to have a stop light at that intersection."



**AT DEDICATION . . .** Evelyn Carr School PTA members dedicated the Donald Robison Memorial Library in honor of the late principal, this week. Receiving the portable library was Mrs. Alice Robison, left, and her sons, Ted 10, and Jack 8. Mrs. Eldon Morgan, behind the Robison boys, made the presentation on behalf of the PTA. Honored guests included Dr. J. H. Hull, Alfred N. Posner, and Principal Donald Duncan. Mrs. Robison awarded the

HERALD photo